

13 August 2009

## **TOYOTA MOTOR CORPORATION AUSTRALIA TEAMS UP WITH JATO DYNAMICS TO DEVELOP ITS DATA AND MARKET INTELLIGENCE CAPABILITIES**

- **JATO appointed to co-develop new internal data systems**
- **Initial project to complete by end of 2009**
- **Potential global market roll-out**

JATO Dynamics, the world's leading providers of automotive data and intelligence, today announces that it has further strengthened its relationship with the Toyota Motor Corporation Australia (TMCA), in a move that will see the Australian arm of the Japanese automotive giant utilise JATO's market leading data in its rapidly evolving, business critical processes.

"The integration of accurate industry data is crucial to Toyota Australia's operations", says Nasir Shah, head of JATO's Asia Pacific division. "All business functions from marketing and product planning to fleet sales, pricing and training, all require the integration of accurate, high quality data. Toyota is widely regarded as arguably the most successful global car-maker, and we are delighted to be working with TMCA on this venture."

In 2008, Toyota Motor Corporation Australia began to assess the depth and quality of JATO's data and delivery mechanisms, and chose to integrate it as the key foundation of an internally developed system utilised across a myriad of different Toyota departments and business units.

In May this year, TMCA signed an agreement with JATO that will see it utilise the market leading 'Carspecs' product with the potential to bring further products and services on stream as required.

Peter Evans, Corporate Manager of Product Planning at Toyota Motor Corporation Australia, says: "JATO delivers on quality and value, and we are working with them on systems that will make a real difference to our business. Crucially, the new system will be in place by the end of 2009 and we also have the opportunity to offer it to numerous markets beyond Australia."

-Ends-

**Editorial note: JATO Dynamics background:**

JATO was founded in 1984 and provides the world's most timely, accurate and up-to-date information on vehicle specifications and pricing, sales and registrations, news and incentives. The company has representation in over 40 countries, providing unique local market expertise. The JATO client base includes all of the world's volume vehicle manufacturers, giving them the ability to react to short-term market movements, plan for long-term developments and ultimately to meet consumers' needs. JATO's data has also been adapted for consumer use in motoring web portals where customers can see the advantages and disadvantages of a specified model against any other while major leasing companies use JATO data to drive the vehicle quotation process. Visit JATO at [www.jato.com](http://www.jato.com).

**For further information, please contact:**

Rob Beraldo, Regional Manager JATO Dynamics, Australia  
Email: [rob.beraldo@jato.com](mailto:rob.beraldo@jato.com), Tel: +61 (0)3 9889 237